Landing Page Conversion Checklist

A conversion checklist for SEO, PPC, social media, ecommerce, and lead generation landing pages.

Best for	**landing page checklist PDF, CRO checklist, landing page conversion optimization guide**

Need help applying this to your business?

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Free Consultation

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How to Use This PDF

Use this checklist before sending ad traffic or SEO traffic to a landing page. A page that ranks or gets clicks can still fail if the offer, proof, CTA, speed, trust, and tracking are weak.

Want Ranknix Media to review this for you?

Send your website URL on WhatsApp +91 95096 03100. We will review the practi

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Landing Page Checklist

Check	Action	Why it matters
[ ]	Match the page headline with the visitor intent and campaign promise.	Message mismatch increases bounce and lowers conversion.
[ ]	Place CTA above the fold and repeat it after proof, FAQs, and pricing/process sections.	Visitors decide at different points in the page.
[ ]	Show proof near conversion points: reviews, case details, brands, numbers, screenshots, and guarantees where applicable.	Proof reduces perceived risk.
[ ]	Answer pricing, process, timeline, eligibility, location, and deliverable questions.	Objections should be handled before the form.
[ ]	Keep forms short but useful for qualification.	Long forms reduce volume; weak forms reduce quality.
[ ]	Track form, call, WhatsApp, scroll, click, and thank-you actions.	CRO needs behavior and conversion data.

Conversion Diagnosis Framework

Symptom	Likely Cause	Fix
Traffic but no leads	Weak offer, unclear CTA, poor proof	Rewrite hero, add proof, simplify next step.
Many leads, poor quality	Broad targeting or weak form qualification	Add qualifying fields and better copy.
High bounce	Intent mismatch or slow page	Improve message match and performance.
Low form completion	Too many fields or low trust	Reduce friction and add trust markers.
No clear data	Tracking gaps	Set up GA4, GTM, pixels, and conversion events.

Ranknix Media Point of View

Ranknix Media treats landing pages as revenue infrastructure. Traffic, ad copy, page copy, proof, CTA, form logic, and tracking must be reviewed together.

Your Next Step

Use this PDF to find gaps, prioritize actions, and start a focused conversation with Ranknix Media. For a useful first review, send your website URL, top services, target locations, current lead sources, monthly ad budget if any, and your biggest marketing challenge.

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Useful Ranknix Media links

- Conversion Rate Optimization
- PPC Marketing Services
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